



## Activision Partners With Leading Mental Health and Media Researcher Dr. Cheryl Olson on 'Ratings Are Not a Game' Education Initiative

### Series of Educational Videos Provides Parents With Tips And Information About Video Games In Time for the Holidays

SANTA MONICA, Calif., Nov 03, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) today announced a partnership with Dr. Cheryl Olson, co-director for the Center for Mental Health and Media at Massachusetts General Hospital, that will help parents and teachers optimize children's experience with video games. The alliance supports Activision's "Ratings Are Not a Game(R)" initiative, which focuses on educating consumers about the Entertainment Software Rating Board's rating system and helping parents make informed decisions about the video games their families play.

Through this new partnership, Activision worked with Dr. Olson to produce seven videos that provide parents with information and tips on understanding their child's perspective on video games, and ways that video games can benefit parent-child relationships. The first two segments - -"How Can I Tell If A Game Is Appropriate For My Child And How Do I Set Play Limits" and "Using Video Games To Teach Problem Solving And Planning," - - are available now at [www.activision.com/RatingsAreNotAGame](http://www.activision.com/RatingsAreNotAGame).

"Activision is committed to providing consumers with guidelines and information to help them determine which video games are most appropriate for their families," said Mike Griffith, president and CEO of Activision Publishing. "We are proud to partner with Dr. Olson and believe that these videos will be informative and useful tools for families."

"I'm pleased to partner with Activision on this initiative, and applaud their consideration for parents' concerns," said Cheryl Olson, who holds a doctorate in health and social behavior from the Harvard School of Public Health "As a parent myself, I know there are so many things to worry about and not enough time, especially during the holiday season. These videos give practical research-based advice on how to help your kids--and your family--get more out of video games, and how to watch for and limit electronic game play."

*About Activision Publishing, Inc.*

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands and Australia. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

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